

## Privacy Policy

We are very pleased with your interest in the POP family group which includes the Premium Outlet Prague Airport shopping centre, Dinosauria Museum Prague and Majaland amusement park. Since your personal data protection is very important to us, we would like to ask you to get familiar with the Privacy Policy below where we describe how we collect personal data, what we do with them, for what purpose, on which legal grounds, and what your rights are in connection to the processing of your personal data.

When processing your personal data, we comply with legal regulations, in particular with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (general data protection regulation) (hereinafter as “**GDPR**”) and Act no. 110/2019 Sb. on Personal Data Processing.

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#### 1. WHO TAKES CARE OF YOUR DATA

**The Prague Outlet s.r.o.**, company reg. no.: 062 63 615, with its registered office at Ke Kopanině 421, 252 67 Tuchoměřice, registered in the Commercial Register maintained by the Municipal Court in Prague, file no. C 279065, is the Joint Controller of your personal data together with the following companies: **POP Entertainment Services s.r.o.**, company reg. no.: 064 94 536, with its registered office at Opletalova 1015/55, Nové Město, 110 00 Prague 1, registered in the Commercial Register maintained by the Municipal Court in Prague, file no. C 283069, **Paleoinvest s.r.o.**, company reg. no.: 086 28 424, with its registered office at Opletalova 1015/55, Nové Město, 110 00 Prague 1, registered in the Commercial Register maintained by the Municipal Court in Prague, file no. C 2322273, **POP retail s.r.o.**, company reg. no.: 107 25 008, with its registered office at Opletalova 1015/55, Nové Město, 110 00 Prague 1, registered in the Commercial Register maintained by the Municipal Court in Prague, file no. C 347304, and **Majaland Praha s.r.o.**, company reg. no.: 039 39 898, with its registered office at Opletalova 1015/55, Nové Město, 110 00 Prague 1, registered in the Commercial Register maintained by the Municipal Court in Prague, file no. C 239579, within the POP family group (hereinafter as “the Joint Controllers” or individually as “the Joint Controller”).

In accordance with the applicable legal regulations governing the personal data protection, in particular with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (general data protection regulation) (hereinafter as “**GDPR**”) and Act no. 110/2019 Sb. on Personal Data Processing, the Joint Controllers process your personal data in accordance with the conditions stipulated in this Privacy Policy.

#### 2. WHAT HAPPENS TO YOUR DATA

##### a. What personal data we process

The Joint Controllers process particularly the following personal data:

- Name, surname, email address, date of birth, phone number, residential address and other personal data you provide to us and for the processing of which you have provided us your consent (for example to log in the Pop family Club, when subscribing to the newsletter, when using Wi-Fi in the Premium Outlet Prague Airport shopping centre, Dinosauria Museum Prague and Majaland amusement park (hereinafter as “**the POP family Establishments**”));
- Phone number, billing details (street and house number, city, post code), or delivery address (street and house number, city, post code), user name, if the customer is registered in the Joint Controller’s e-shop, and company registration number, VAT number and registered office (street and house number, city, post code) in case of a natural person entrepreneur. Further data about the customer behaviour in connection with the electronic access to the e-shop and data about purchased services/goods (type, amount, specification and price of goods) and customer payment habits. The same applies when ordering tickets to the POP family Establishments;
- Images of natural persons recorded by the CCTV system in connection with safe entry and movement in POP family Establishments;
- Images of natural persons recorded as photographic materials and/or audiovisual recordings for scientific (in particular documentary), artistic, news or reporting purposes.

When you visit our website, we store certain data about your browser and operating system you use, the date and time of your visit, the state of access (for example whether you were successful in accessing the website or received an error message), your use of the website functions, the search terms you may have entered, the website from which you came to our website, and the website you go to from our website. Our website also uses cookies (see below for more information about the use of cookies). In addition to that, for safety reasons, in particular to prevent and identify attacks on our website or attempted frauds, we store your IP address and name of your internet provider for seven days.

When you visit any of the POP family Establishments, we process your personal data collected during the operation of the indoor and outdoor CCTV monitoring systems for the prevention and clarification of possible unlawful activity and securing the safety of the POP family Establishments.

In case of an online purchase and booking of tickets to any of the POP family Establishments through Ticketportal, the Joint Controller receives personal data after you provide them to IRSnet CZ s.r.o., company reg. no.: 267 32 122 (in particular by filling in the purchase/reservation form) to purchase or book the ticket. In this case, IRSnet CZ s.r.o is the data processor pursuant to Article 28 GDPR which has committed to ensure the protection of your personal data under a contract.

When you visit any of our POP family Establishments, your image may be recorded for news or reporting purposes.

Further, we process the personal data only if you provide these data to us, for example during registration (for example, for the purpose of providing Wi-Fi network services), in a contact form, survey, prize competition etc. You may also provide consent when completing an order for goods from the e-shop of any POP family Establishments or when ordering tickets to any of the POP family Establishments.

To be able to provide the Wi-Fi connection, we need your personal data associated with the registration to the Wi-Fi network.

#### **b. Why we process personal data and what qualifies us to do so**

We process your personal data for the following reasons:

- Performance of contracts and provision of services – in particular the performance of contracts related to the sale of tickets to any of our POP family Establishment and purchase contracts when selling goods through the e-shop of any of the POP family Establishment. The contract related to the sale of the tickets and/or the purchase contract cannot be made, unless you provide your personal data. Further, the Joint Controller processes your personal data for the purpose of the Joint Controller's legitimate interest pursuant to Article 6(1)(f) GDPR, in particular (a) to evaluate the customer behaviour during their use of the Joint Controller's services in connection with the electronic access to the e-shop and improvement of services for customers as a part of the website personalization (the IP address and the location derived therefrom, use of cookies and other technologies etc.) to keep internal statistics and overviews, (b) to evaluate the customer payment habits in order to prevent claims and to decide on the conditions for entering into further contracts with the customers, as well as to keep a record of debtors, (c) to exercise Joint Controller's rights. You have the right to object to this processing pursuant to Article 21 GDPR.
- Marketing activity – We are sending commercial email notifications to you based on your consent you provided to us when subscribing to the newsletter or logging in the POP family Club. If you no longer wish to receive our commercial notifications, you can easily opt out at <https://www.pop.cz/cs/odhlaseni-newsleteru>.
- Improving our services – It is our goal to make sure that you have the most positive experience from every visit of our POP family Establishments. For this purpose, we use website personification, based on which we can offer you the most relevant deals of our Shopping Centre. Based on our legitimate interest we process personal data in an automated manner and by using cookies.
- Customer care – If you contact us with any question, complaint and suggestion, we will look into this matter with maximum care. To provide a relevant answer we will need to process your personal data to the necessary extent. For this purpose we only store your basic identification data to be able to contact you in the future.
- The performance of the Joint Controller's legal obligations pursuant to Article 6(1)(c) GDPR, in particular for the performance of statutory tax and accounting obligations, as well as obligations related to the protection of obligations in connection to the consumer protection and resulting from Act no. 89/2012 Sb. of the Civil Code.
- Protection of property and health – It is our legitimate interest to ensure your maximum safety during every visit to any of our POP family Establishments. For this reason, in all POP family Establishments, including the car parks and garages, there is an indoor and outdoor CCTV monitoring system, including the recording of persons and vehicles when entering or arriving into the PREMIUM OUTLET PRAGUE AIRPORT Shopping Centre and leaving or exiting the site. The operation of the CCTV system serves for the prevention, as well as clarification of possible unlawful activities. Further, the CCTV system is intended for handling complaints and requests for access to documentation related to the security of individual POP family Establishments by public bodies which are authorized to do so under applicable legal regulations. The operator of the CCTV system in PREMIUM OUTLET PRAGUE AIRPORT is The Prague Outlet s.r.o., in Dinosauria Museum Prague Paleoinvest s.r.o., in Majaland amusement park Majaland Praha s.r.o., and their operation is secured by DRAGONES AGENCY s.r.o., company reg. no.: 04640799, with its registered office at Panská 1480/10, Nové Město, 110 00 Prague 1. We always inform you about the marking and location of the CCTV system by information signs and pictograms at the entrance to the monitored areas, indicating the specific company as the Controller.
- Legitimate interest – It is our legitimate interest to process your personal data to document and present recordings from events accessible to the public, but not for commercial purposes.

### **c. How long we process your personal data**

We process and store all your personal data for the necessary period of time.

We process your personal data to the extent necessary for the fulfilment of activities in accordance with the purpose of processing and for the period necessary for achieving the purpose of personal data processing or for the period expressly stipulated by legal regulations, considering the contractual or statutory deadlines for exercising the rights for defect/damage or based on warranty periods. After that the personal data is erased or anonymized.

For contract performance purposes, your personal data are processed for the whole duration of this contract and for the period of execution of rights resulting from the liability for defects or damage or based on warranty periods. For the purpose of fulfilling legal obligations, your personal data are processed for at least the duration of this contract and for the period required by the relevant legal regulations, usually for at least 10 (ten) years.

Within the Joint Controller's legitimate interest, personal data are processed for the duration of the Joint Controller's legitimate interest. To protect legal claims, for internal records and inspection (payment habits etc.), personal data are processed for the duration of the general limitation period of 3 (three) years. In case of the commencement of judicial, administrative or other proceedings, personal data are processed to the necessary extent for the whole duration of the proceedings. We process the personal data processed for the evaluation of customer behaviour for at least 3 (three) years.

Personal data provided by you based on your consent will be processed for 5 (five) years from the provision of your consent or until the withdrawal of your consent. If you provided your consent when joining the POP family Club, your personal data will be processed for the duration of your membership in the POP family Club. The withdrawal of your consent is without prejudice to the lawfulness of processing (i) for the fulfilment of legal obligations of the Joint Controllers, (ii) the processing is necessary for the protection of vital interests of the data subject or another natural person, (iii) the processing is necessary for the fulfilment of a task performed in public interest or in the exercise of public authority vested in the Joint Controller, (iv) the processing is necessary for the purposes of the legitimate interests of the respective Joint Controller or third party. You can withdraw your consent at <https://www.pop.cz/cs/odhlaseni-newsleteru>

Personal data collected by the CCTV system are stored for a necessary period of time, but no longer than for 14 (fourteen) days considering the monitored target (for example to detect and investigate possible thefts and other unlawful acts). In exceptional cases (in particular during the cooperation with investigative, prosecuting and adjudicating bodies), the CCTV records (including personal data contained therein) may be stored for a longer period. Your personal data will be securely erased as soon as they are no longer needed for the purposes for which these personal data have been collected. Further details about CCTV systems can be found in the personal data processing information available at individual POP family Establishments.

### **d. Personal data security**

Rest assured that all your personal data are safe with us.

Since the safety of your personal data is of great importance to us, we regularly check and continuously improve its security. The access to your personal data is protected by access passwords and other software security features only available to authorized persons.

### **e. How we process your personal data**

Your personal data may be processed manually or automatically either by our authorized employees or by a third-party provider. In each case, your personal data are stored in secured databases and any processing or transfer of personal data will be performed with respect to your privacy and in accordance with applicable legal regulations.

### **f. Determining the liability of individual Joint Controllers**

The Joint Controllers entered into a mutual agreement in accordance with Article 26 GDPR based on which they determined their liability for the fulfilment of their obligations under GDPR.

POP Entertainment Services s.r.o. fulfils the following obligations on behalf of the Joint Controllers:

- Communicates with the supervisory authority;
- Informs the data subjects of their rights concerning in particular:
  - The identity and contact details of specific Joint Controllers;
  - The purpose of processing;
  - The Joint Controller's legitimate interests, if the processing of personal data is necessary for the purposes of the legitimate interests of the Joint Controller or third party;
  - The right to lodge a complaint with the supervisory authority,
  - The storage period of personal data;
  - The right to withdraw consent to personal data processing at any time;
  - Whether the provision of personal data is a statutory or contractual requirement, whether it is the obligation of the data subject to provide personal data, and what are the consequences of its provision;
  - Whether an automated decision-making, including profiling, takes place.
- Enters into contracts with individual processors.

The Individual Joint Controllers (the Controller with whom the data subject establishes a contractual relationship) have the following obligations:

- Inform the data subjects of their rights concerning in particular:
  - Right to ask the Joint Controller for access to the personal data concerning the data subjects;
  - Right of rectification;
  - Right to erasure;
  - Right to restrict processing;

- Right to object to processing.

The Joint Controllers hereby inform the data subject that the data subject is entitled to exercise rights under GDPR with each Joint Controller and against each of them.

### **3. YOUR RIGHTS**

With respect to the protection of your personal data you have the following rights, including the right to withdraw consent to personal data processing at any time, right of access to your personal data, right of rectification of your personal data, right to request limitation of personal data processing and right to erasure of your personal data. Further, you have the right to object, right to lodge a complaint against your personal data processing, right to data portability and right to be informed of the breach of your personal data security.

To exercise any of your rights, please contact the Joint Controllers:

- By email at: [info@pop-group.cz](mailto:info@pop-group.cz)
- By phone at: +420 702 222 433
- In writing at the address: POP Airport, Ke Kopanině 421, 252 67, Tuchoměřice

If you communicate with the Joint Controllers electronically, the information will be provided to you in a commonly used electronic form (however, you can request another method of providing information). The Joint Controller will inform you about the measures taken based on your request or complaint within 1 (one) month after receiving the request, but no later than within 3 (three) months after receiving the request, if the period is extended for reasonable needs.

#### **Right to withdraw consent to personal data processing**

You have the right to withdraw your consent to personal data processing at any time. The withdrawal of your consent is without prejudice to the lawfulness of processing resulting from the consent provided before its withdrawal. Also, the withdrawal of your consent does not have to always constitute the Joint Controller's obligation to destroy your personal data. As you provided your consent for certain purposes, its withdrawal will result in the Joint Controller's obligation to stop processing your personal data for this specific purpose formerly allowed by you. Therefore, your personal data may be still processed for purposes for which we did not withdraw your consent or on other legal grounds.

#### **Right of access to personal data**

You are entitled to ask the Joint Controller for information (confirmation) whether your personal data are processed or not. If the Joint Controller processes the data subject's personal data, you have the right to receive your personal data and you also have the right to the following information:

- Purpose of processing;
- Category of personal data;
- Recipient or category of recipients to whom your personal data have been or will be disclosed;
- Storage period of personal data;
- Whether an automated decision-making, including profiling, takes place.
- Other rights related to the protection of personal data;

The Joint Controller is obliged to provide you with the copy of the processed data free of charge. If you request further copies, the Joint Controller may ask for a reasonable fee corresponding to the administrative costs of making such copies.

### **Right of rectification**

If you suspect that the Joint Controller processes your personal data which are inaccurate, you have the right of rectification. In this case, simply notify the Joint Controller to rectify and correct your personal data.

### **Right to restriction of personal data processing**

You have the right to restrict the processing of your personal data in any of the following cases:

- You deny the accuracy of personal data; in this case the processing will be restricted for the period necessary for the Joint Controller to verify the accuracy of your personal data;
- The processing is unlawful and instead of the erasure of your personal data you request the restriction of its processing;
- The Joint Controller no longer needs your personal data for the stated purpose of processing, but you need them to determine, exercise or defend your rights;
- If you object to the processing of your personal data; in this case the processing will be restricted, until we verify whether the Joint Controller's legitimate interests prevail over your legitimate interests.

### **Right to erasure of personal data (right to be forgotten)**

Upon your request, the Joint Controller will erase your personal data without undue delay for any of the following reasons:

- Your personal data are no longer needed for the purposes for which it was collected or otherwise processed;
- You withdraw your consent based on which your personal data was processed, and there are no other legal grounds for its processing;
- You object to the processing and there are no prevailing legal grounds for their processing, or you object to the processing of your personal data for direct marketing purposes;
- Your personal data are processed unlawfully;
- Your personal data must be erased to meet a legal obligation stipulated by the law of the European Union or its member state which applies to the Joint Controller;
- Your personal data were collected in relation to the offer of information society services under Article 8(1) GDPR.

### **Right to object**

If your personal data are processed based on the Joint Controller's legitimate interest (e.g. direct marketing), you have the right to object to the processing of your personal data for reasons described in the objection. If the Joint Controller accepts your objection, the Joint Controller will stop processing your personal data (will only keep them stored) and will evaluate whether there are legitimate grounds for their processing prevailing over your interests or rights and freedoms, or for the determination, exercise or defence of rights. If the Joint Controller comes to the conclusion that there are no such grounds, the Joint Controller will notify you and at the same time inform you of other possibilities of defence, and will continue processing your personal data. If, on the other hand, the Joint Controller

comes to the conclusion that there are no sufficient grounds for the processing of your personal data, the Joint Controller will inform you, cease to process your data and erase it.

### **Right to lodge a complaint against the processing of personal data**

If you suspect that your personal data are processed unlawfully, you have the right to lodge a complaint with the Data Protection Authority:

- By email at: [posta@uouu.cz](mailto:posta@uouu.cz);
- Via data box ID: qkbaa2n
- By phone at +420 234 665 111; or
- In writing at the address Pplk. Sochora 27, 170 00 Prague 7,

or with another relevant supervisory authority in connection with the processing of personal data. However, if you do not want to contact the supervisory authority immediately, you may contact the Joint Controller who will resolve possible discrepancies in the processing of your personal data to your satisfaction.

### **Right to data portability**

With the right to data portability you have the possibility to receive the personal data which you have provided to the Joint Controller in a structured, commonly used and machine-readable format and transmit those data to another controller under the following conditions. At the same time, you have the right to ask the Joint Controller to transmit your personal data in a structured, commonly used and machine-readable format to another controller, where technically feasible. Conditions for exercising the right to the transfer of your personal data:

- Your personal data are processed based on your consent or under a contract.
- Your personal data are processed automatically.

## **4. DATA SHARING**

### **Transfer of personal data to third parties**

In accordance with the conditions stipulated by applicable legal regulations, the Joint Controller is entitled to transfer your personal data for further processing to parties (recipients) processing personal data exclusively for the performance of an activity for which this recipient was authorized by the Joint Controller and predominately based on a contract on personal data processing and/or to fulfil the Joint Controller's statutory or contractual obligations and/or based on your consent with the processing of personal data provided to the Joint Controller and/or based on the legitimate interest of the Joint Controller.

These recipients include in particular:

- Suppliers of goods, if the Joint Controller's goods are to be delivered based on a customer's order;
- Providers involved in making payments;
- Providers taking care of the operation and administration of the system for the sale of tickets to the POP family Establishments;
- Providers providing e-shop operation services and other support;
- Carriers and distribution points for the delivery of goods;
- Providers evaluating e-shop services;



- Professional service providers (tax advisers, lawyers) for the fulfilment of statutory tax and accounting obligations and exercising the Joint Controller's rights.
- Public authorities and public administration bodies, or bodies authorized by the public authorities, to the extent and for purposes resulting from legal regulations;
- Advertising networks and social media (based on your consent), including but not limited to:
  - a. Facebook;
  - b. Instagram

which are the products of Facebook Ireland Limited, with its registered office at 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, D02 X525, Ireland; the Privacy Policy of this company can be found at: <https://cs-cz.facebook.com/about/privacy> and here: <https://cs-cz.facebook.com/help/instagram/519522125107875>, with HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141, USA as the processor; the Privacy Policy of this company can be found at: <https://legal.hubspot.com/privacy-policy>

The recipients are bound by the obligation of confidentiality with respect to your personal data which must not be used for a purpose other than the above, further they are obliged to protect the personal data against misuse.

The Joint Controllers do not transfer personal data to countries outside the European Economic Area or to any international organisations.

## 5. COOKIES

### What are cookies and what are they used for?

Cookies are small data files which are stored on your device by the visited website. Cookies are necessary for easier and more efficient use of the website; they help to remember your settings for secure web browsing, advertisement or user language settings, so that you do not have to enter these data repeatedly. Further, cookies help to monitor the number of website visitors, whether a proper connection was established between your device and the website, they allow to personalize the content of the website according to your interests, thus helping to improve the user experience.

Cookies are important in terms of privacy. Cookies do not enable your identification, but serve for storing general information about your behaviour and preferences on the visited websites.

Cookies may be analysed by analytical tools, in particular by Google Analytics.

### Do I have to consent to the use of cookies?

The majority of web browsers automatically accept cookies by default. By using this website you agree with the storage and use of cookies.

If you do not wish to use the cookies, you can restrict or block their use directly in your web browser settings. The use of cookies, as well as their restriction, blocking or deletion is linked to the device used and to each browser used separately.

If you decide to restrict the use of cookies, some functions of our website may not be available or individual functions of our website may be limited.

## 6. Effectiveness and updates of the Privacy Policy

This Privacy Policy is made as of 15 September 2021. The Joint Controllers reserve the right to continuously update it. Any changes become effective on the date of publishing of the updated version of the given document on the Joint Controllers' website.